

App. No. 10/708,029

**In the Drawings:**

Figures 1 and 2 are not Prior Art as per MPEP Section 608.02(g) as they are part of the current invention.

Reference numbers 145, 150 and 140 has been removed from the Specification.

Applicant Respectfully disagrees with the Examiner on figures 8 and 10. The figures are not flowcharts and they represent process and product flow between companies and tiers. The boxes used are the best way to represent these elements as a whole.

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**REMARKS - General**

The claims have been re-written as purely process claims to address the Examiner's Section 112 and 101 and 102 rejections. Claims 1-10 and 12-19 have been cancelled to address the Section 102 rejection base on Messer, US 5,991,740.


The current invention has Tiered advertising that is not disclosed in Barber US 6,289,318. Barber does not disclose the same Tier structure as in the current invention nor does it disclose tier being used with a specific unique code and identifier.

Also applicants have rewritten all claims to define the invention more particularly and distinctly so as to overcome the technical rejections and define the invention patentably over the prior art.

**Conclusion**

For all of the above reasons, applicant submits that the specification and claims are now in proper form, and that the claims all define patentably over prior art. Therefore the applicant submits that this application is now in condition for allowance, which action is respectfully solicited.

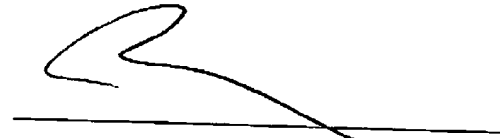
Respectfully submitted,



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I hereby certify I have transmitted this paper by fax to the Patent and Trademark Office at 571-273-8300 on July 7, 2008.

July 7, 2008.



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